

Rep Order# 6858971 Ver# 5 Status Revised

Traffic Order#

Printed: 12/05/2012 8:37 AM
Last Received: 12/04/2012 3:26 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station WOTV-TV GRAND RAPIDS/KALAMAZ
Advertiser () UPTON FOR ALL OF US
Product UPTON FOR ALL OF US
Estimate# 3238
Buyer BEN ANGLE
Phone#
Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
& PLACEMENT, 815 SLATER LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 226/406/3238
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

UPTON FOR ALL OF US SC=*

--- REMARKS ---

ISSUED TO SHOW 1X NA LINE 2
SPOT MDGD 1X NA 10/27- MKGD IN NEXT MSU GAME HL#6858961
CURRENT TOTAL ON THIS CONTRACT = \$5000

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*2	SA	330P-7P	NCAAF: MSU@WT	:30	\$1,500.00	10/27-10/27	1	1	1	\$1,500.00	

Buyline Comment: 1X NA 10/27- MKGD IN NEXT MSU GAME HL#6858961 11/3 12-3P
Sales Remark: V5 1X NA 10/27- MKGD IN NEXT MSU GAME HL#6858961 11/3 12-3P
V5 More than 2 codes changed

---REPORT TOTALS---

Report Totals: 1 / \$1,500.00

---SALES MONTHLY TOTALS---

Oct 12: 3 / \$4,500.00 Nov 12: 1 / \$500.00
Sales Totals: 4 / \$5,000.00
Station Totals: 4 / \$5,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$5,000 CATV 0% WOOD 0% WOTV 100% WMMT 0% WXXI 0%
WXSP 0% WZPX 0% WZZM 0%

Books null
Demos RA35+

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--- CREDIT RISK ---

CASH IN ADVANCE

Rep Order# 6858971 Ver# 3 Status Revised

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Printed: 10/16/2012 10:02 AM
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--- CONTRACT COMMENT ---

UPTON FOR ALL OF US SC=*

--- REMARKS ---

LNS 2-3 ADDED AS MKGD FOR HL#6858976

REVISED TOTAL IS \$6500

PL CONFIRM

THANKS KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	2	SA	330P-7P	NCAAF: MSU@WI	:30	\$1,500.00	10/27-10/27	2	1	2	\$3,000.00	
Rating: 6.0												

Sales Remark: V3 ADDED AS MKGD FOR HL#6858976

V3 Added

M	8P-10P	DWTS	:30	\$500.00	10/29-10/29	1	1	1	\$500.00
Sales Remark: V3 ADDED AS MKGD FOR HL#6858976									
V3 Added									

---REPORT TOTALS---

Report Totals: 3 / \$3,500.00

---SALES MONTHLY TOTALS---

Oct 12: 4 / \$6,000.00 Nov 12: 1 / \$500.00

Sales Totals: 5 / \$6,500.00

Station Totals: 5 / \$6,500.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$6,500	CATV 0%	WOOD 0%	WOTV 100%	WMMT 0%	WXMI 0%
		WXSP 0%	WZPX 0%	W22M 0%		

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Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order# 6858971 Ver# 1 Status New

Traffic Order#

210 293

Printed: 09/27/2012 1:11 PM
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Showing Buylines: All Lines

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--- CONTRACT COMMENT ---

UPTON FOR ALL OF US SC=*

--- REMARKS ---

THIS IS A NEW ORDER
**CLIENT: UPTON FOR ALL OF US **
OUR TOTAL IS \$3000
PLS CONFIRM
THANKS KELLY

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	SA	330P-7P	NCAAF: MSU@WI	:30	\$1,500.00	10/27-10/27	2	1	2	\$3,000.00	

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---REPORT TOTALS---

Report Totals: 2 / \$3,000.00

---SALES MONTHLY TOTALS---

Oct 12: 2 / \$3,000.00 Nov 12: 0 / \$0.00
Sales Totals: 2 / \$3,000.00
Station Totals: 2 / \$3,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$3,000
CATV 0% WOOD 0% WOTV 100% WMMT 0% WXXM 0%
WXSP 0% WZPX 0% WZZM 0%

Books null
Demos RA35+

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CASH IN ADVANCE